IN THE CLAIMS

Please AMEND Claims 1, 12, 21, 23, and 24 as follows:

1. (Currently Amended) A system for membership enrollment comprising:

a. an enrollment system including an enrollment system server for processing <u>user</u> data in connection with a user;

b. a first supplier system for providing a first membership indicia to said enrollment system in response to said user data <u>provided for enrollment in a first membership program</u>;

c. a second supplier system for providing a second membership indicia to said enrollment system in response to said user data <u>provided for enrollment in a second membership program</u>, said second membership indicia different from said first membership indicia;

d. a readable storage device including a database for storing said first and second membership indicia, and said user data; and

e. an enrollment system reader in communication with said readable storage device and said enrollment system server, said reader receiving said user data.

2. (Previously Presented) A system according to claim 1, wherein said reader is in communication with said enrollment system for providing said user data to said first and second suppliers.

3. (Previously Presented) A system according to claim 1, wherein said enrollment system server provides said first and second membership indicia to said readable storage device,